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AUTHOR	Giles, Arlo; And Others
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ABSTRACT

Both users and non-users of the Springfield, Oregon Public Library were interviewed for this survey. A user is defined as one holding a library card. Two separate questionnaires were administered to the two categories. Information from the users focused on what kinds of materials they want to read and their awareness and use of various library services. The questionnaire for non-users sought to determine their general attitudes toward libraries and their awareness of the Springfield library services. Both questionnaires included data on the age, sex, occupation and level of education of respondents. Based on the response, non-users are generally older (35 and over), female, housewives or blue collar workers, with a high school education. Potential users of this group tend to be younger, male, white collar workers or students, with a higher level of education, who read more books and have a positive attitude toward the library. The following characteristics of users were determined: (1) if female, a housewife, aged 22-34 with a high school education or better; (2) if male, a student, aged 22-34 with a college education; (3) uses the library for personal reading; and (4) is satisfied with library services and facilities. The questionnaires are appended. (SJ)

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A Survey of the Use of the Springfield Public Library

Spring 1971

The Original design proposal for this study was done by Arlo Giles, now Librarian of the Springfield Public Library, while he was a student in Lib. 571.

Kathleen Andrade
Marylou Belknap
Cheryl Cutsforth
Catherine Innis-Taylor
John James
Roberta Kiviluoma
Laurel Peterson
Marijoy Rubaloff
Freda Wallis

Research in Librarianship
Mr. Morrison (L.S 571)

PERRY D. MORRISON
SCHOOL OF LIBRARIANSHIP
UNIVERSITY OF OREGON
EUGENE, OREGON 97403

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ERIC User Note: Appendix A -- maps of the Springfield area are not reproduced here, due to marginal legibility

Introduction

In the summer of 1970 Mr. Arlo Giles, Director of the Springfield Public Library, Springfield, Oregon, wrote a research proposal for a University of Oregon course entitled Research in Librarianship in which he suggested that a survey should be made to determine if "needs of non-library users (in Springfield) are adequately met from their point of view from other media sources."[1]

His proposal was further studied in November 1970 by two graduate students in Librarianship, Bertina Hartsough and Sherry McLeod, who wrote up a tentative questionnaire and did some preliminary interviewing.[2] Their original questionnaire was thoroughly revised in the Spring of 1971 by a group of graduate students in Librarianship who conducted a survey that reached over ninety citizens in Springfield who did not use the Springfield Public Library. A survey was also conducted within the Springfield Public Library to discover information about people who used the library.

Purpose

Before the survey was begun, Mr. Giles was interviewed to determine what he felt a library survey in Springfield should accomplish. According to Mr. Giles a survey conducted in Springfield would be useful to the Springfield Public Library if it answered the following questions. For the purpose of this survey, a user will be defined as one who holds a library card for the Springfield Public Library.

Non-user:
1. Who are they?
2. Why are people who are not using the library not using it?
3. What can be done to motivate them to become library users?
4. Who are those most likely to be potential library users?

User:
1. Who uses the library and why?
2. How much do people use the library and are they satisfied with the facilities?
3. What kinds of materials do they use?
4. What do people miss in the library? (i.e. How can the library be improved?)

Mr. Giles further stated that in terms of building up the collection at the library he was interested in knowing what kinds of materials library patrons were interested in reading. He also stated that he was interested in knowing if people in the community were interested in bookmobile service and if they were aware of such Public Library services as free movies in the evenings and book reviews in the Springfield News.

Both questionnaires sought a profile of the respondents by age, sex, occupation, and level of education.

The questionnaire prepared for non-library users sought to determine the non-users general attitude toward libraries and their awareness of facilities and services that the Springfield Public Library offered.

Hypotheses

For those non-users who were most likely to be potential library users, the following hypotheses were postulated.

They would tend to:
1. be younger
2. be female
3. belong to the white collar occupations, to be students or housewives
4. have a high level of education
5. read more books as compared to newspapers and magazines
6. have more positive attitudes toward the Springfield Public Library and libraries in general.

The following hypotheses were postulated for the users.

1. The typical female user is a housewife, aged 22-34, who has had college education
2. The typical male user is a college student aged 17-21.
3. The typical patron uses the library for personal reading
4. The typical patron is generally satisfied with the services and facilities of the library.

Brief Conclusions

The following brief conclusions summarize the findings.

The typical characteristics of the non-user are as follows:

1. Tends to be older (35 years and over)
2. Tends to be female
3. Tend to be housewives or blue collar workers
4. Tend to have a high school education.

Those most likely to be potential library users of the non-user group had the following characteristics:

1. They tended to belong to the younger age groups
2. They tended to be male
3. They tended to belong to the white collar occupations or be students
4. They tended to have a high level of education
5. They tended to read more books as compared to the other group
6. They tended to have more positive attitudes toward the Springfield Public Library and libraries in general.

The typical characteristics of the library user are as follows:

1. If female, tend to be a housewife, aged 22-34, with high school education or better
2. If male, tend to be students, aged 22-34, with college education
3. The patron tends to use the library for personal reading
4. The patron tends to be satisfied with the services and facilities of the library.

Techniques:

Questionnaire Development

Two separate questionnaires were prepared. The first was used within the library. This questionnaire was based upon the survey of Metropolitan public library users, by Mary Lee Bundy.[3] It contained twenty-two questions seeking to determine basic information about library users. The second questionnaire, containing twenty-four questions, was prepared to be taken into the community and used in interviews with non-library users.

Several principles were taken into consideration in framing the questions. The first of these was that the respondent must be able to answer each question from his own personal knowledge. The widest possible range of choices was given in all multiple choice questions. Every effort was made to avoid ambiguity in the wording of the questions. It was the goal in writing each question to provide the widest range of possible answers, and to frame each question so that it was self-explanatory and easily answered.

Sampling

For users:

The questionnaires were put on a table in the library with a sign asking the patron to take one, fill it out and return it

to the designated place. The questionnaires were put out each day over a period of six days, Monday - Saturday, in two one-hour blocks per day. The hours varied each time in order to allow as wide a coverage of the library's hours of operation as possible.

For non-users:

The population from which the sample was to be taken was the in-city residents of Springfield. The basic plan at the beginning was as follows: 1- Divide the city into subdivisions; 2- Number the blocks in each district from one to however many blocks are in that specific subdivision; 3- Draw a random sampling of the blocks in each subdivision, the number of blocks chosen in each based proportionally on the section with the smallest number of blocks; 4- Then, using the street address arrangement of the Springfield city directory, take a random sample of the residents in the chosen blocks to interview; 5- Go through the listing of card holders at the Springfield Public Library to eliminate those people who are card holders because the population of interest here is the non-card holder. It was planned to do two interviews per block and to choose five people for every one person interviewed in order to have plenty of replacements. A maximum number of ten interviews per group member was not always possible and the proportions of the blocks became the deciding factor.

In other words, a random, proportional cluster sample of blocks, combined with a random sample of people on the blocks was planned.

As Springfield had already been divided into census districts or tracts, it was decided to use these ready-made tracts for phase #1. The Urban Planning Center was most helpful as it supplied a large street map of Springfield, a second smaller map that showed the census tract divisions (see Appendix A) and also the census figures for each tract, with in-city population separated from out-of-city figures. The city limits were determined on the larger map, and the census tracts drawn in using the smaller map as a guide. Then the blocks in each tract were numbered from one to whatever. In some of the outlying areas where there were no set blocks, approximations were made. Phase #2 was accomplished.

The proportions were based on blocks with the tracts containing the fewest in-city blocks, used as the base of one, ie. one block out of that tract was chosen for the sample, and then the proportions for the other tracts were figured on that basis. The figures follow so:

Tract Number	Number of Blocks	Proportion
20	8	1
21	13	2
18	16	2
35	17	2
34	66	8
32	101	12
19	102	12

In figuring the proportions, if the difference was more than half, it was rounded up; if not, the lower number was used for the proportion. Proportions based on population instead of blocks were estimated and the results were much the same. Four tracts retained the same proportions, and the other four varied only by one. But since blocks were being sampled, the proportions were based on blocks and not population.

Then, using a table of random numbers, the sample of blocks from each tract was drawn. Phase #3 was completed. However, phase #4 presented problems.

Using the Springfield city directory and the table of random numbers, selection of specific names and addresses for each of the chosen blocks was attempted. As stated before, the plan was to interview two people per block, with five replacements for every one interviewed. Ten names and addresses per block were needed. However, the city directory often did not show the divisions made by intersecting streets so that it could not be distinguished which addresses along a given street lay within the chosen block and which pertained to a neighboring block. There were no tools available to carry out this phase of the design. Phase #5 was also out of the question.

The method for phase #4 was revised.

Using the table of random numbers, ten numbers -- from one to forty -- were selected, figuring a base of forty households per block -- a figure taken from Morris Slonim's Sampling.[4]

This figure subsequently proved to be far too large in many cases, but some stable base number was necessary. The starting point to rank order the houses was the northeast corner of the block, going clockwise. In other words, if a "4" from the table of random numbers was chosen, it would mean the interview was taken at the fourth house from the northeast corner, going clockwise. On the card for each block, a map was drawn with an "x" designating the starting place so the interviewers would be consistent in their approach.

The last step was to divide the chosen blocks into nine packets of six blocks per packet. All nine group members would be interviewing, each person conducting two interviews per block. It was decided in group caucus to do the interviewing either in the evenings or on the weekend when both men and women would be more likely to be home. A quota, male-female system was considered, but given the limitations of time it was simpler to try to get as balanced a sample as possible, in general, rather than using quotas.

Interviewing

The interviewing techniques which follow are summarized from several sources and indicate the procedures used in this survey.

It is very important for all interviewers to read the questions only as they appear on the questionnaire. They may repeat the questions if necessary, but not rephrase them.

Attitude is the key to successful door-to-door interviewing. Courtesy, attention and neutrality are the attitudes that will make interviewing smooth and pleasant for both parties.

The interviewer must remember to smile and keep his voice pleasant. The respondent should be made to feel that his views are important and of interest to the interviewer. On this subject, Roland L. Warren, in Studying your community, says:

> We all like a little praise; we all want to keep and enhance our self-respect; we have our own group loyalties and cultural values; we like to have the situation fully explained to us; and we usually respond when we feel our contribution is really wanted. 5

The interviewer should show by his attention that he is interested in the views of the respondent. He should be matter-of-fact, but not nosy. At all costs, he must not sound bored.

Anne Fenlason in Essentials in Interviewing says that "The most fundamental prerequisite for any interview is the ability to listen. ... unfortunately, most of us listen through a screen of resistance. We are screened with prejudices ... we listen really to our own noise, to our own sound, not to what is being said." 6

Neutrality both in the wording of the questions and in the tone of voice as well as all other aspects of the interview is best. The interviewer keeps his own thoughts to himself,

no matter what the respondent may say. He may find it helpful to nod or mutter non-committally, but he must never argue with the respondent. The respondent may think the interviewer agrees with him, and the interviewer should save his views until he gets home if he needs to blow off. Even there, however, he should remember to maintain the respondent's privacy. The opinions being gathered are taken in confidence, and are not to be used individually in any way. Interviewers are breaking that confidence if they make fun of those opinions, even to each other.

Keeping the interview moving helps to retain the respondent's interest. The interviewer should be careful to write down pertinent comments, briefly, and expand them later. If the respondent gets long-winded, the interviewer may gently and politely try to nudge him on to the next question, continuing to show interest in the person's ideas and problems.

The interviewer should remember to thank the person for the interview, and to maintain interest and courtesy even after the interview is over.

Statistics

Non-users and users:

To find the characteristics of the typical non-user and of the typical user, the responses for both questionnaires were tallied, separately, with total responses per question used as a base for computing percentages per question. Once the figures became per cents comparison statements were easier to make.

Where correlation of responses was desired, for example age and sex, the responses were coordinated, tallied and compared.

Most likely potential user of non-users:

The most difficult aspect was identifying the potential library user. There were no questions on the questionnaire which would directly indicate those non-users that would be potential library users. In order to accumulate enough information to isolate this group, each of the respondent's answers on five separate questions was scored. In this manner it was assumed that those non-users who had optimistic attitudes toward libraries, had used the library recently, had constructive criticisms for improvement, and had indicated an interest in some library services could be isolated and identified as those who would most likely be potential library users.

The five questions used for the scoring and the number of points assigned to each are as follows:

#1. HAVE YOU BEEN IN THE SPRINGFIELD PUBLIC LIBRARY IN THE LAST THREE MONTHS? (2 points)

#17. IF THE SPRINGFIELD PUBLIC LIBRARY ALLOWED YOU TO CHECK OUT PHONOGRAPH RECORDS OR TAPES, WOULD YOU CHECK THEM OUT? (1 point)

#18. DO YOU KNOW THAT THE SPRINGFIELD PUBLIC LIBRARY SHOWS FREE MOVIES IN THE EVENINGS? (1 point)

#19. WOULD YOU USE THE MATERIALS IN A BOOKMOBILE IF IT STOPPED NEAR YOUR HOME? (1 point)

#20. IN YOUR OPINION, HOW COULD THE SPRINGFIELD PUBLIC LIBRARY BE IMPROVED? (2 points)

Table I (below) shows how many questionnaires received each score and the percentage of responses for each score. These results show that a very large portion of library non-users surveyed have little interest in the services and facilities offered by the Springfield Public Library. In order to have enough non-users in each group a score of three or more was considered as sufficient to qualify for the group that would be most likely to be potential library users. This means that a total of twenty-three of the non-users surveyed or 28% will be considered as the group most likely to be potential library users and that fifty-seven of the non-users or 72% will be considered as those least likely to be potential library users.

Table I
Scores received by the library non-users

Score	Number	Percentage
0	23	29%
1	15	19
2	19	24
3	8	10
4	6	7
5	7	9
6	1	1
7	1	1

The Data

Non-users:

Of the non-users surveyed, it was found that 44% were male and 56% were female. The number of males interviewed tended to be younger as a group than the females interviewed. (Table II)

Table II

Age related to sex

Age of respondents	Male (35)	Female (45)
12-16	2%	2%
17-21	17	8
22-34	29	18
35-50	20	27
51-64	23	27
65-over	9	18

For the purposes of the computation, the age categories were divided into a younger (12-34 years) group and an older (35-over) group. Table III. This division skewed the statistics slightly toward the older (35-over) age group.

Table III

Age related to sex

Age groups	Male (35)	Female (45)
Younger	48%	28%
Older	52	72

The average non-user indicated possible interest in the library by some of his answers. The following statements summarize those answers:

1. Do tend to know where the Springfield Library is
2. Do not think Springfield Public Library is too far away
3. Do not believe it is, or would be, difficult to get a library card
4. Tend to think that students use library most
5. Library is neither too quiet nor too noisy
6. Tend to believe that the librarians are helpful.

Yet these non-users still seem to be uninterested in using the library. They show no interest in possible services the library could provide for them, ie. tapes or phonograph records, bookmobile.

Further, the following statements can be made:

1. A large percentage had no comments or suggestions for improvement of the library
2. They seem to, on the average, watch a lot of television (five different types of programs)
3. They also seem predominantly to read newspapers and magazines
4. They seem to get most of their news and sports from newspapers and magazines.

Using Tables IV and V, it can be seen that the average non-user is a blue collar worker -- if male -- or a housewife -- if female -- and both have high school education or less.

Table IV

Occupations related to sex

Occupations	Male(35)	Female(45)
Blue collar	57%	4%
White collar	9	20
Housewives		58
Students	26	9
Retired	8	9

Table V

Education related to sex

Educational level	Male (35)	(Compressed)	Female (45)	(Compressed)
Elementary	6%		13%	
Junior High	6		7	
High School	42	54%	44	64%
Vocational	9		18	
College	37	46	18	36

The typical non-user watched on the average five different types of programs. The trends regarding types of programs are not particularly significant, but they do show the following:

Sports	10 %
News	11
Westerns	10.5
Movies	11.2

programs that scored the highest percentage of responses.

Regarding their reading interests, of the total of 168 responses, a higher proportion -- 69% -- of individuals read newspapers and magazines than books and other. As indicated in the following:

Type	Number of responses	Percentage
Newspapers	59	35%
Books	45	27
Magazines	58	34
Other	6	4

Within the subject interests, a larger percentage -- 44% -- read predominantly the following:

Sports	14%
News	19
Adventure	11

Essentially, Question #20 -- IN YCUR OPINION, HOW COULD THE SPRINGFIELD PUBLIC LIBRARY BE IMPROVED? -- showed either a lack of interest or knowledge in the Springfield Public Library. The following summarizes the responses.

Response	Number of Responses	Percentage
No suggestions	63	79%
Positive content	5	6
Critical suggestions	12	15

For more statistics on this group, the reader is referred to Appendix B.

Most likely potential users of non-users:

Age: In order to show how the most likely potential users compared in age to those least likely to be potential library users, the age groups on the questionnaires that were rated (see Techniques: Statistics section) were compacted into what shall be referred to as the younger (12-34) and older (35-over) age groups. Table VI.

Table VI

Age related to potential Library users

Age groups	Most likely potential user (23)	Least likely potential user (57)
Younger	48%	33%
Older	52	67

The percentages indicated by Table VI are somewhat deceiving. They seem to show that the most likely potential library users would tend to fall into the older age group. It must be remembered, however, that by compacting the age groups, there was a much larger percentage in the older category -- some 63% compared to 37% in the younger age group. Thus a comparison of percentage points is more enlightening. There is a fifteen percentage point difference -- which shows a rather significant tendency for those most likely to be potential library users to fall into the younger category. These findings support the original hypothesis.

Sex: More females were expected in the group of those respondents most likely to be potential library users. This was true; however, there were 12% more female respondents than male respondents. By comparing the difference in percentage points, Table VII (below) shows that there are six more percentage points in the group of male respondents most likely to be potential library users. Although this is not a very significant difference it does refute the original hypothesis.

Table VII

Sex related to potential library users

Sex	Most likely potential user (23)	Least likely potential user (57)
Male	48%	42%
Female	52	58

Occupations: The following table shows that the most likely potential library users tend to be in the white collar occupations or students, while those least likely to be potential library users tend to be blue collar workers, or housewives. Table

Table VIII

Occupation related to potential library users

Occupation	Most likely potential user (23)	Least likely potential user (57)
Blue collar	22%	33%
White collar	22	11
Housewives	26	37
Students	26	11
Retired	4	9

There are problems with this sort of table, however, since the housewives are obviously all females. Table IX shows how the groups become even more clearly identified when divided by sex.

Table IX

Occupations related to potential library users and divided by sex

	Male		Female	
Occupation	Most likely potential user (11)	Least likely potential user (24)	Most likely potential user (12)	Least likel potential user (33)
Blue collar	46%	62%	0%	6%
White collar	18	4	25	18
Housewives			50	61
Students	36	17	17	6
Retired	0	17	8	9

This table shows some important tendencies for both the male and female groups. The male respondents who are the most likely to be potential library users tend toward the white collar occupations or students, while those least likely to be potential library users tend to be blue collar workers or retired people.

The female group shows again that those with white collar jobs and students are more likely to be potential library users. The female respondents that were the least likely to be potential library users tended toward the blue collar jobs and housewives. The eleven percentage point difference for the housewives in this group was unexpected and refutes the hypothesis.

In the female group, there is only a very insignificant difference in the retired group. This is surprising as compared to the male group where there was a strong tendency for the retired people to fall into the group least likely to be potential library users.

Educational levels: Table X (next page) shows that all educational levels below that of college tend to belong to those non-users who are the least likely to be potential library users. The percentage point differences increase dramatically along with the educational levels. There is only a one point difference at the elementary level, but this increases greatly to fourteen points at the vocational level.

Table X

Education related to potential library users

Education	Most likely potential user (23)	Least likely potential user (57)
Elementary	9%	10%
Junior High	4	7
High School	35	47
Vocational	4	18
College	48	18

By compacting the educational levels into two groups -- those having less than a college education and those having attended college and over, as in Table XI -- it can be clearly seen that those falling into the college and over group are significantly more inclined to be potential library users. There is a thirty percentage point difference which strongly supports the hypothesis that this group would tend to have a high level of education.

Table XI

College education related to potential library users

Education	Most likely potential user (23)	Least likely potential user (57)
Less than College	52%	82%
College and over	48	18

Reading and television interests: Question #13 -- WHAT HAVE YOU READ IN THE LAST THREE MONTHS? -- was designed to try to determine what types of reading material the non-user respondents had read during the last three months. The hypothesis stated that the group most likely to be potential library users would tend to read more books than newspapers or magazines. But in the actual results it was found that there is very little difference in the types of reading material by those most likely to be potential library users.

Table XII

Reading in last three months
related to potential library users

Reading	Most likely potential user (51)	Least likely potential user (117)
Newspapers	28%	38%
Books	31	25
Magazines	31	36
Other	10	1

Table XII (above) does show, however, that those most likely to be library users tended to read more books as compared to the group of respondents least likely to be potential library users -- the first group had six more percentage points than the second group. The hypothesis would have been more correct if it had been stipulated that those most likely to be potential library users would tend to read more books as compared to the group of those respondents least likely to be potential library users.

Were there any significant differences in the television interests for the two groups? No hypothesis was made on these interests since the non-user survey as a whole, showed no strong tendencies toward any certain types of television programs.

Also no difference exists between the group of those most likely to be potential library users and those least likely to be potential library users in the number of television programs that they watched. Each group averaged five responses on question #15 -- WHEN YOU WATCH TELEVISION, WHAT TYPES OF PROGRAMS DO YOU WATCH? (As an interesting note: the only respondent who said that he did not watch television was in the group of those most likely to be potential library users.)

Attitudes toward the Springfield Public Library: Several of the questions used to determine which of the non-user respondents would be in the group of those most likely to be potential library users, indicated the respondent's attitudes toward the Springfield Public Library. These questions cannot then be used to compare the attitudes of these two groups. There were, however, other questions which would also indicate these attitudes. The following discussion shows how the respondents most likely to be library users and those least likely to be potential library users differ in their attitudes.

Table XIII (next page) shows only the percentages for positive attitudes in these two groups of non-user respondents.

Table XIII

Positive attitudes toward the
Springfield Public Library
compared to potential library users

Question	Answer	Most likely potential user (23)	Least likely potential user (57)
3. Do you feel the library is too far from where you live?	No	100%	74%
4. Do you feel it is difficult to get a library card?	No	60	58

Question #3 (Table XIII) shows that the group most likely to be potential library users felt that the library was not too far from where they lived. Twenty-six percentage points more answered "No" than those in the least likely to be potential library users group. It is also interesting to note that all (100%) of the most likely potential library users felt that the library was not too far from their homes.

Question #4 (Table XIII), however, shows only a very slight difference in the two groups.

Attitudes towards libraries in general: An effort was made to discover if the respondents who were grouped as those most likely to be potential library users would actually have more positive attitudes than those least likely to be potential library users.

Both question #6 -- DO YOU FEEL LIBRARIES ARE TOO QUIET? -- and question #7 -- DO YOU FEEL LIBRARIES ARE TOO NOISY? -- showed that those respondents who were the most likely to be potential library users tended to give a "No" answer. Table XIV. There were nineteen percentage points more "No" answers for this group on question #6 and nine points more on question #7.

Table XIV

Positive attitudes toward libraries in general compared to potential library users

Question	Answer	Most likely potential user (23)	Least likely potential user (57)
6. Do you feel libraries are too quiet?	No	87%	68%
7. Do you feel libraries are toonoisy?	No	70	61
8. Have you asked a question of a librarian in a library?	Yes		
and	and	65	56
9. Do you feel librarians have been helpful in answering your questions?	Yes		

Questions #8 and 9 (Table XIV) were correlated together so that only those respondents who had asked questions of librarians and who felt that the librarians had been helpful were considered. The questions also show that the group most likely to be potential library users tend to have a more positive attitude toward libraries and librarians, since there were nine percentage points more "Yes" answers for the two questions in the group of those most likely to be potential library users.

Users:

The following statements summarize the data collected from the survey conducted in the library.

1. One half of the people come to return books or pick out general reading

2. Two-thirds of the people wanted material or information mainly for their own personal reading

3. The main uses of the library were for browsing or checking out books

4. In seeking the information they wanted, slightly more than half of the people were completely satisfied; slightly less than half were not satisfied because the material was either checked out or not available from the library

5. As a further course of action, two-thirds of the people who were dissatisfied indicated either plans to go to another library or material was not that important.

6. Twenty-two out of approximately 200 respondents indicated any difficulty in using the library

7. Most people started from home and traveled between one and five miles to arrive at the library, which is the closest one to their home

8. Of 213 respondents, 65% indicated they used the library twice a month or more

9. While 25% indicated they used no other library, 75% indicated they did

10. Over three-fourths of those responding did not read the book reviews in the Springfield News, while approximately one-third of those who did read the reviews were influenced by them

11. 63% were females as opposed to 37% males

12. The age breakdown is as follows:
approximately 30% fall between the ages of 12-21;
40% between the ages of 22-34;
approximately 30%, 35 and older

13. The last school attended for 50% of the people is college

14. Nearly all the respondents indicated they had not used the bookmobile when it was operating, and the majority indicated that a bookmobile stop near their home would not make it easier for them to use the library.

15. Of 108 written comments, sixty-two people expressed approval with the library as compared to forty-six who expressed disapproval. For specific comments see Appendix C.

For further amplification of these statements see Appendix C.

The typical user exhibits the following characteristics:(Table XV)

1. If female, tends to be a housewife, aged 22-34, with high school education or better
2. If male, tends to be a student, aged 22-34, with college education
3. Tends to use the library for personal reading
4. Tends to be satisfied with the services and facilities of the Springfield Public Library
5. Tends to use the library frequently

As a possible indication of weaknesses in the collection, questions #1.7 -- Check your reasons for coming to the library today: Obtain materials or information on a subject -- and #5.2-.7 (dealing with the reasons why the patron was not satisfied) were correlated. Table XVI presents the findings.

Table XV

Sex and age

Age	Male Number of responses (77)	Male Percentage	Female Number of responses (129)	Female Percentage
12-16	10	13%	13	10%
17-21	13	17	25	19
22-34	33	43	48	37
35-50	14	8	33	26
51-64	4	5	7	6
65 and over	3	4	3	2

Sex and occupation

Occupation	Male Number of responses (71)	Male Percentage	Female Number of responses (121)	Female Percentage
Student	28	39%	33	27%
White collar	16	22	17	14
Blue collar	18	25	6	5
Housewife			59	49
Retired	6	8	3	2
Unemployed	3	4	3	2

Sex and education

Education	Male Number of responses (77)	Male Percentage	Female Number of responses (127)	Female Percentage
Elementary	2	3%	1	1%
Junior High	6	8	8	6
High School	21	27	62	49
College	48	62	56	44

Table XVI

Specific subject compared to
unavailability of material

Question	Specific subject
5.2 Book wanted not in library	(5) economics, L. Stanford (college), transistor circuits, Greek wars, elementary math games
5.3 Couldn't locate material on the subject	(9) group therapy, Canada, pregnancy, fishing, iodine, L. Stanford (college), motorcycles, bankruptcy, cholesterol and vegetable diets
5.4 Material on too elementary a level	No responses
5.5 Material on too advanced a level	No responses
5.6 Material out of date	(2) smoking, transistor circuits
5.7 Other	No responses

It can be seen that the book or material wanted was either not held by the library or the material could not be located in the library.

The dissatisfied user has the following characteristics regardless of sex: (Table XVII)

1. a student
2. aged 22-34
3. College level education
4. visits the library twice a month or more

Table XVII

Sex and occupation

Occupation	Male		Female	
	Number of responses (30)	Percentage	Number of responses (45)	Percentage
Student	12	40%	22	49%
White collar	7	23	4	9
Blue collar	8	27	2	4
Housewife			16	35
Retired	1	3		
Unemployed	2	7	1	2

Sex and age

Age	Male		Female	
	Number of responses (30)	Percentage	Number of responses (45)	Percentage
12-16	3	10%	8	18%
17-21	7	23	13	29
22-34	16	53	16	35
35-50	4	13	6	13
51-64			2	4
65 and over				

Sex and education

Education	Male		Female	
	Number of responses (30)	Percentage	Number of responses (45)	Percentage
Elementary			1	2%
Junior High	1	3%	4	9
High School	10	33	17	38
College	19	63	23	51

Table XVII (cont'd)

Sex and frequency of visit

	Male		Female	
Frequency of visit	Number of responses (30)	Percentage	Number of responses (45)	Percentage
Once a week	9	30%	12	27%
Once every two weeks	9	30	14	31
Once a month	6	20	6	13
Infrequently	4	13	12	27
This is my first visit	2	6	1	2

Summary and conclusions

Non-users seem to be apathetic about the services and facilities offered by the library. The lack of a direct question, or cluster of questions, on why they do not use the library prevents giving a reason for the apathy. It also prevents the resclution of the hypotheses "Why are people who are not using the library not using it" and "What could be done to motivate them to become library users."

Although there is a lack of ccmparable questions these two similar tendencies may be drawn between the most likely potential user and the typical user:

1. Their age tends to be under 34
2. They tend to have positive attitudes, ie. be satisfied with the Springfield Public Library.

Table XVI seems to indicate where the collection may be weak.

While most of the users are satisfied with the services and facilities in the Springfield Public Library, the added services of the bookmobile, free movies, and book reviews appearing in the Springfield News are infrequently utilized.

Suggestions for further study

A larger sample should be attempted.

Formulate the questionnaire to facilitate use of a coding system, ie. punched-hole cards. This would make the correlation of data from questions more easily obtained. In connection with this, the use of forced choice questions should be considered.

If another survey is taken, the questionnaires used in this survey might be revised to include more items which may be compared.

Footnotes

1. F.A. Giles. A research proposal for Summer 1970. 1970, p. 6.

2. B. Hartsough and S. McLeod. Development of a questionnaire for a survey on library use in Springfield. November 30, 197

3. Mary Lee Bundy. Metropolitan public library users; a report of a survey of adult library use in the Maryland Baltimore-Washington Metropolitan area. University of Maryland, School of Library and Information Services, supported by the Maryland State Department of Education, Division of Library Extension, 1968.

4. Morris Slonim. Sampling. Simon & Schuster, New York, 1960, p. 56.

5. Roland L. Warren. Studying your community. Russell Sage Foundation, New York, 1955, p. 319.

6. Anne F. Fenlason. Essentials in interviewing. rev. ed. Harper & Row, New York, c.1962, p. 143, 144.

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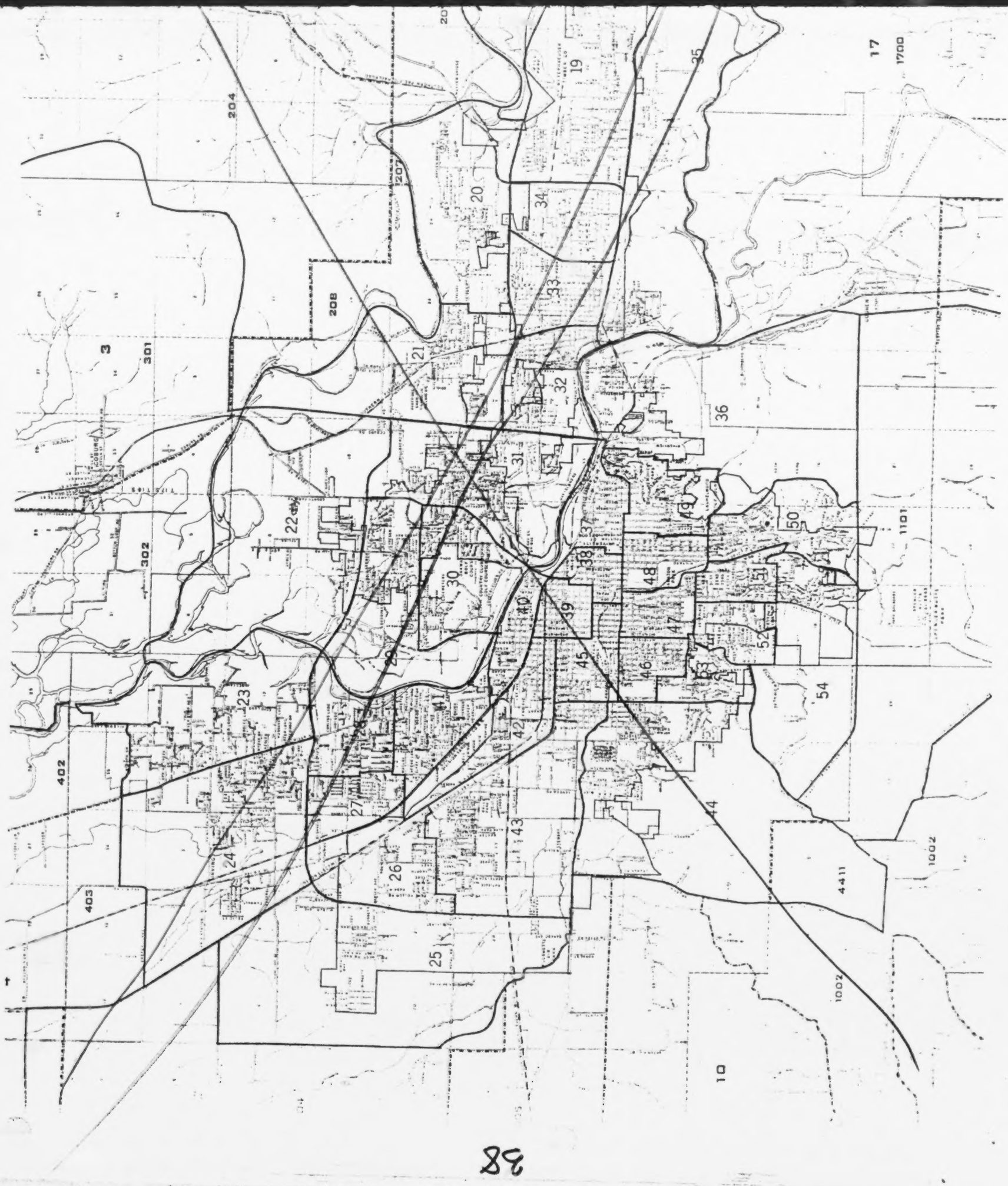
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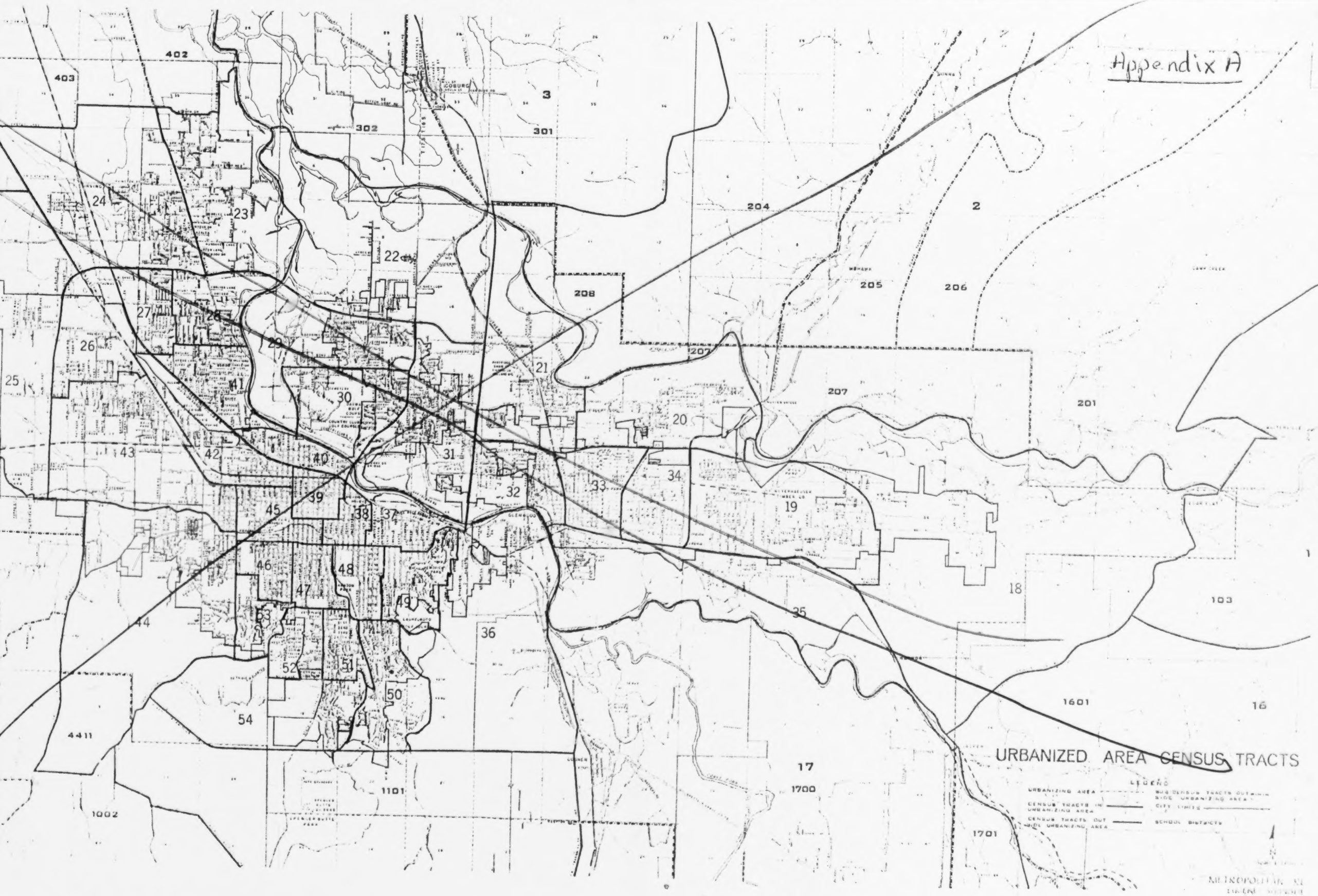
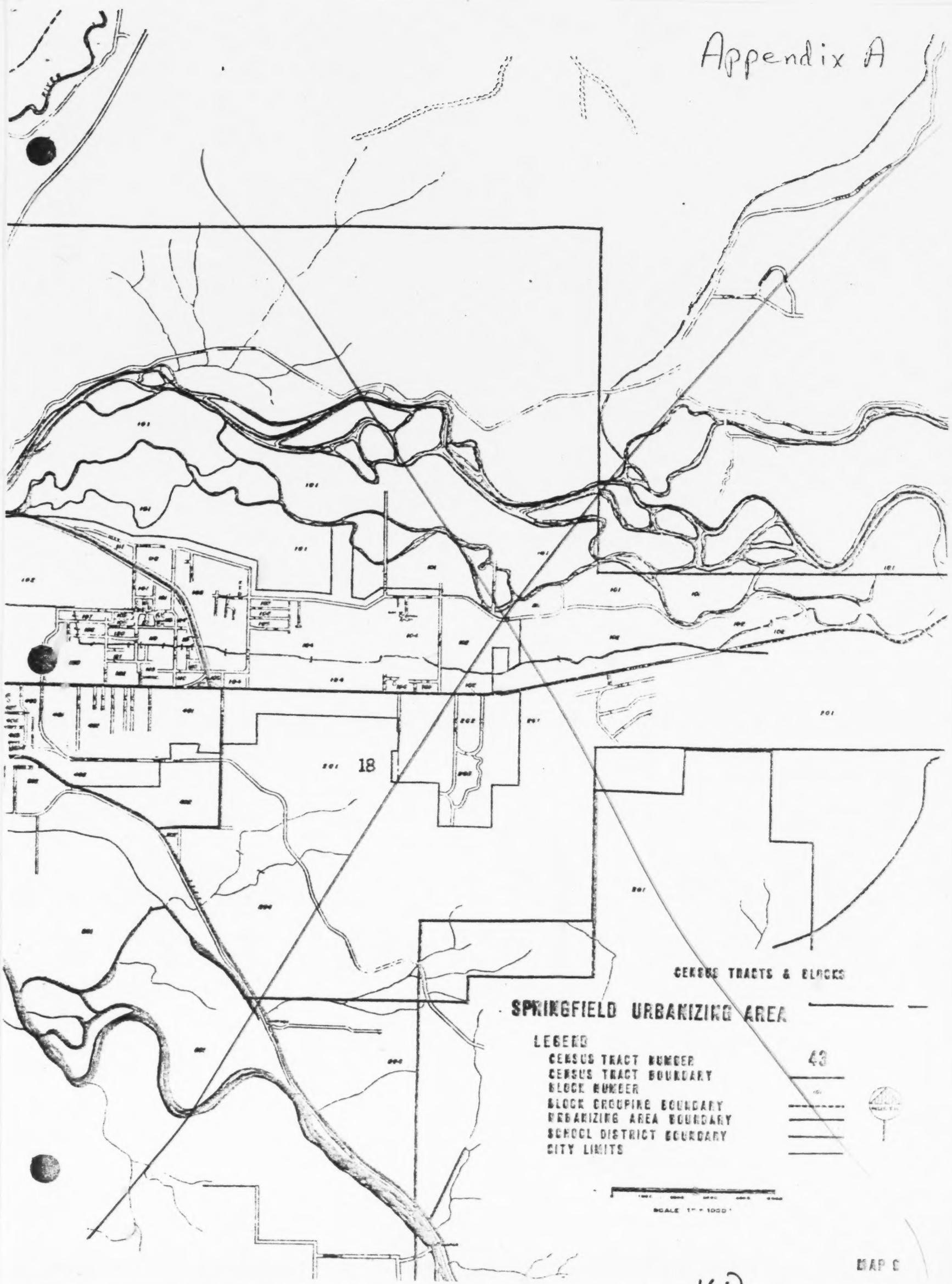
Appendix A


URBANIZED AREA CENSUS TRACTS
LEGEND
URBANIZING AREA
CENSUS TRACTS IN URBANIZING AREA
CENSUS TRACTS OUT SIDE URBANIZING AREA
SUB CENSUS TRACTS OUTSIDE URBANIZING AREA
CITY LIMITS
SCHOOL DISTRICTS
METROPOLITAN

Appendix A



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WEST FORK WILLAMETTE RIVER
COAST FORK
WILLAMETTE RIVER

Appendix B

Non-user Questionnaire

1. Have you been in the Springfield Public Library in the last three months?

No.	%		
19	24	1.	Yes
61	76	2.	No

2. Do you know where the Springfield Library is?

No.	%		
64	80	1.	Yes
16	20	2.	No

3. Do you feel the library is too far from where you live?

No.	%		
7	9	1.	Yes
65	81	2.	No
4	5	3.	Don't know
3	4	4.	Don't care
1	1		Other

4. Do you feel it is difficult to get a library card?

No.	%		
5	6	1.	Yes
47	59	2.	No
28	35	3.	Don't know

5. Who do you think uses the library most?

No.	%		
25	25	1.	Children
46	46	2.	Students
-	-	3.	Businessmen
7	7	4.	Housewives
8	8	5.	Retired people
2	2	6.	Others
12	12	7.	Don't know

6. Do you feel libraries are too quiet?

No.	%		
7	9	1.	Yes
59	74	2.	No
14	17	3.	No opinion

7. Do you feel libraries are too noisy?

No.	%		
11	14	1.	Yes
51	64	2.	No
18	22	3.	No opinion

8. Have you ever asked a question of a librarian in a library?
and
9. Do you feel librarians have been helpful in answering your questions in a library?

No.	%		
47	59	1.	Yes-yes
3	4	2.	Yes-no
28	35	3.	No-no
1	1	4.	No-yes
1	1	5.	No-no answer

10. Have you ever gone into a library and not been able to find what you were looking for?

No.	%		
31	39	1.	Yes
42	52	2.	No
7	9	3.	Don't know

11. Have you used a card catalog?
and
12. Did the card catalog help you find what you were looking for?

No.	%		
36	45	1.	Yes-yes
2	3	2.	Yes-no
42	52	3.	No-no
-	-	4.	No-yes

13. What have you read in the last three months?

No.	%		
59	35	1.	Newspapers
45	27	2.	Books
58	34	3.	Magazines
6	4	4.	Other

14. When you read what subjects interest you most?

No.	%		
28	14	1.	Sports
38	19	2.	News
14	7	3.	Comics
19	9	4.	Hobbies
11	5	5.	Westerns
22	11	6.	Adventure
16	8	7.	Mystery
13	7	8.	Humor
12	6	9.	Romance
28	14	10.	Other

15. When you watch television, what types of programs do you watch?

No.	%		
39	10	1.	Sports
45	11.4	2.	News
33	8.4	3.	Comedy
30	7.9	4.	Musicals
37	9.5	5.	Drama
41	10.5	6.	Westerns
18	4.6	7.	Soap opera
13	3.5	8.	Cartoons
25	6.4	9.	Game shows
44	11.2	10.	Movies
31	7.7	11.	Travel
31	7.7	12.	Talk shows
4	1.2	13.	Others
1		14.	Don't watch

16. When you visit a library, what things would you like to read?

No.	%		
35	31	1.	Fiction
14	13	2.	Encyclopedias
13	11	3.	Magazines
32	27	4.	Non-fiction
9	8	5.	Others
8	7	6.	None
3	3	7.	Don't know

17. If the Springfield Public Library allowed you to check out phonograph records or tapes, would you check them out?

No.	%		
30	38	1.	Yes
49	61	2.	No
1	1	3.	Don't know

18. Do you know that the Springfield Public Library shows free movies in the evenings?

No.	%		
13	16	1.	Yes
67	84	2.	No

19. Would you use the materials in a bookmobile if it stopped near your home?

No.	%		
32	40	1.	Yes
40	50	2.	No
8	10	3.	Don't know

20. In your opinion, how could the Springfield Public Library be improved?

No.	%		
63	79	1.	No suggestions
5	6	2.	Positive comment
12	15	3.	Critical suggestions

(See breakdown next page)

20. cont.

Better parking facilities
Schedule of movies in newspaper
Should have bookmobile
More up-to-date non-fiction
More books
Records, tapes, and listening facilities
Soft drink machines

21. Age

No.	%		
2	3	1.	12-16
10	12	2.	17-21
18	22	3.	22-34
19	24	4.	35-50
20	25	5.	51-64
11	14	6.	65-over

22. Sex

No.	%		
35	44	1.	Male
45	56	2.	Female

23. Occupation

No.	%		
24	30	1.	Blue collar
11	14	2.	White collar
27	34	3.	Housewife
12	15	4.	Student
6	7	5.	Retired

24. Education

No.	%		
8	10	1.	Elementary
5	6	2.	Junior High
35	44	3.	High School
11	14	4.	Vocational
21	26	5.	College

Appendix C

In-Library Questionnaire

1. Check your reasons for coming to the library today:

No.	%		
34	8	1.	Bring your child.
4	1	2.	Meet or consult with friends.
98	24	3.	Return books.
13	3	4.	Study, using your own material.
109	27	5.	Pick out general reading.
55	13	6.	Obtain specific book.
63	15	7.	Obtain materials or information on a subject. Indicate subject: (See breakdown following.)
33	8	8.	Other reasons (See breakdown following.)

7. ECONOMICS: stock market, bankruptcy, selling.
   FINE ARTS: universal language and international language, creative writing (to study short story), poetry, spring poem, folk music.
   HISTORY: Greek wars, Roman empire, Hitler, U.S. history, assassination of J.F.K., Cuban missile crisis, Old West, ghost towns.
   HOBBIES: motorcycles, Honda information, truck repair, transistor circuits, fishing, kayaks, flying, how to build a desk, aquarium fish, lost mines and hidden treasures, Cub scout project, gardening, rhododendrons, art ideas (craft.)
   SCIENCE: math, on teaching elementary math games, ecology, wildlife, identifying plants and trees - edible wild plants, iodine and its uses, drugs, alcohol - effects on people, smoking, astronomy, rockets, pregnancy, cooking, cholesterol and vegetarian diets.
   SOCIOLOGY: Negroes, political trends in religion, law enforcement, group therapy (T-groups, awareness), child study, leisure in the family.
   REFERENCE: telephone directory (out-of-town), magazines, report on Leland Stanford (college), plumbing code, genealogy, Canada, naval information.
8. Renew books, renew or get card, copy machine, see art exhibit, came with someone, on errand for family, miscellaneous.

2. Did you want material or information mainly for:

No.	%		
164	67	1.	Your personal reading.
13	5	2.	Your job.
43	18	3.	Your school work.
2	1	4.	Your club activity.
19	8	5.	For another person.
3	1	6.	For another reason (See breakdown following.)

6. Girl scout troop, Cub scouts, church camp.

3. What use did you make of the library while you were here today?

No.	%		
27	7	1.	Reference books.
46	11	2.	Library catalogs.
13	3	3.	Periodical indexes.
125	31	4.	Looked through books on shelves.
20	5	5.	Help from a librarian.
30	7	6.	Read new magazines or newspapers.
31	8	7.	Consulted books or magazines in the library.
106	26	8.	Checked out materials to take home.
9	2	9.	Other use (See breakdown following.)

9. Copy machine, study, return books, sought particular book, directly to fiction section.

4. If you came to get materials or information were you:

No.	%		
94	53	1.	Completely satisfied.
69	39	2.	Only partially satisfied.
13	7	3.	Not satisfied.

If NOT completely satisfied, please answer questions 5 and 6.

5. Give the reasons why you were not satisfied:

No.	%		
38	38	1.	Book or books wanted were out.
34	34	2.	Book wanted not in library.
15	15	3.	Couldn't locate material on the subject.
4	4	4.	Material on too elementary a level.
-	-	5.	Material on too advanced a level.
7	7	6.	Material out of date.
3	3	7.	Other reason (See breakdown following.)

7. Didn't have enough time, didn't have time to make more exhaustive use of periodical index, no telephone.

6. Do you plan to go any further to get what you want?

No.	%		
10	10	1.	Yes, have put reserve on book.
2	2	2.	Yes, have made arrangements for the library to borrow materials from another library.
30	31	3.	Yes, plan to go to another library.
13	14	4.	Yes, other plans (See breakdown following.)
35	37	5.	No, not that important.
5	5	6.	No, it will be too late.
-	-	7.	No, give other reasons.

4. Will come back, will buy book, will look elsewhere.

7. Please indicate if you had any difficulty using the library today:

No.	%		
5	23	1.	Getting parking space.
-	-	2.	Library too crowded.
3	14	3.	Library too noisy.
6	27	4.	Had to figure out arrangement of library.
2	9	5.	Library staff not friendly.
2	9	6.	Librarian didn't know the subject well enough to help.
-	-	7.	Took too long to get magazines from stacks.
4	18	8.	Other difficulties (See breakdown following.)

8. Fiction books need to be lettered, came too early.

8. Where did you start from today?

No.	%		
174	81	1.	Home.
17	8	2.	Work.
12	6	3.	School.
11	5	4.	Other.

9. How far did you travel to get here?

No.	%		
53	24	1.	Less than a mile.
111	51	2.	Between one and five miles.
33	15	3.	Between five and ten miles.
9	4	4.	Between ten and fifteen miles.
10	5	5.	Over fifteen miles (17-40 miles)

10. Is this the public library closest to your home?

No.	%		
190	88	1.	Yes.
20	9	2.	No.
5	2	3.	Don't know.

11. If this is NOT the library closest to your home, please explain why you preferred to use this library instead:

No.	%		
2	10	1.	Parking is better here.
5	25	2.	Bigger and has more material..
1	5	3.	Local library is closed.
12	60	4.	Other reason (See breakdown following.)

4. To see art exhibit, work in Springfield, selection of books differs, in Springfield, miscellaneous.

12. How often do you use this library?

No.	%		
58	27	1.	Once a week.
74	35	2.	Once every two weeks.
28	13	3.	Once a month.
39	18	4.	Infrequently.
8	4	5.	This is my first time.
6	3	6.	More than once a week.

13. What other libraries have you used in the last six months?

No.	%		
46	18	1.	University of Oregon Library.
32	12	2.	Lane Community College Library.
13	5	3.	Elementary school library.
13	5	4.	Junior high school library.
22	8	5.	High school library.
47	18	6.	Eugene Public Library.
19	7	7.	Other.
64	25	8.	None.

14. Have you read the book reviews in the Springfield News?
and
15. Have they influenced you in your selection of books at the Springfield Library?

No.	%		
16	8	1.	Yes - Yes.
27	14	2.	Yes - No..
149	78	3.	No - No.

16. Sex:

No.	%	
77	37	Male.
129	63	Female.

17. Your occupation:

Housewife
Retired
White collar
Blue collar
Unemployed
Student: Page School, St. Alice Catholic School, Thurston Elementary, Briggs Jr. H.S., Emerald Jr. Academy, Springfield Jr. H.S., Thurston Jr. H.S., Hamlin Jr. H.S., PHHS, Sheldon H.S., Springfield H.S., Thurston H.S., LCC, U. of O., College of San Mateo, Cal.

18. Age range:

No.	%		
23	11	1.	12-16.
38	18	2.	17-21.
82	40	3.	22-34.
47	23	4.	35-50.
11	5	5.	51-64.
6	3	6.	65 and over.

19. Last school attended:

No.	%		
3	-	1.	Elementary.
13	6	2.	Junior high school.
85	42	3.	High school.
103	50	4.	College.

20. Would a bookmobile stop near your house make it easier for you to use the library?

No.	%		
36	18	1.	Yes.
121	61	2.	No.
41	21	3.	Don't know.

21. Did you use the bookmobile when it was operating before:

No.	%	
15	8	Yes.
178	92	No.

22. Your comments and suggestions:

GENERAL COMMENTS: Increase collection, modernize collection, longer hours.
Services appreciated - no fine, help in finding material, courtesy, opportunity to use collection, telephone renewal.
Use - reference, school work, general reading.

SPECIFIC COMMENTS: "A library should be supported by the city or county. Any proposal for charging residents to use the library should not be considered a good move towards equal opportunities in educational facilities." (Paying member of the county)
"Keep books by an author together whether fiction or non-fiction - some of them seem a little too scattered out."
" More books on painting in oils, etc."
" Expand the present service with more monies."

SPECIFIC COMMENTS (cont.):

"Librarians don't help you enough."
"Reviews in newspaper dense reading. Couldn't the format be a little easier and attractive?"
"Had trouble finding books listed in the card catalog due to incomplete catalog numbers on the books on the shelf."
"Need more professional magazines for teachers and others."
"I live out of the city limits, with the increased cost to get a card it isn't worth it. I'm going to school on the G.I. Bill. Students should get a discount!!!"
"Hope more funds are made available for wider selection, especially in Non-fiction category."
"Should get a better historical novel catalog."
"Would personally like more books in the art field."
"Get quieter chairs."
"Have a room where people can smoke and read, or study.
"It would be helpful to be able to check magazines out, but I realize that often they do not get returned."
"I was charged for a water damaged book cover and was told it had to be rebound. It's now back on the shelf and not rebound. I would have appreciated being told that I was contributing to the library fund, rather than false info."
"Ability to get books from the state library through this library."
"Books checked into bookmobile were frequently lost for several weeks."
"Field of photography and fishing - out of date and too elementary."
"Paperback part of library should be enlarged."
"Extra reading for school children needed - a little difficulty in finding books in reading level."

MAY WE HAVE A LITTLE OF YOUR TIME?

To help plan and improve our service, we are having a study done of the use of our library by those who are twelve years of age and over. Will you help by spending the five to ten minutes required to fill out this questionnaire just before you leave the library today? Thank you for cooperating as we will need your reply if we are to get a true picture of this library's use. Please leave the questionnaire in the box provided at the exit.

This questionnaire asks about your library use and something about yourself. The last page is left for comments and suggestions. Please tell us how you feel about libraries.

1. Check your reasons for coming to the library today:
_____ 1. Bring your child.
_____ 2. Meet or consult with friends.
_____ 3. Return books.
_____ 4. Study, using your own material.
_____ 5. Pick out general reading.
_____ 6. Obtain specific book.
_____ 7. Obtain materials or information on a subject.
Indicate subject: _____
_____ 8. Other reasons (please give) _____

2. Did you want material or information mainly for:
_____ 1. Your personal reading.
_____ 2. Your job.
_____ 3. Your school work.
_____ 4. Your club activity.
_____ 5. For another person.
_____ 6. For another reason (please give) _____

3. What use did you make of the library while you were here today?
_____ 1. Reference books.
_____ 2. Library catalogs.
_____ 3. Periodical indexes.
_____ 4. Looked through books on shelves.
_____ 5. Help from a librarian.
_____ 6. Read new magazines or newspapers.
_____ 7. Consulted books or magazines in the library.
_____ 8. Checked out materials to take home.
_____ 9. Other use (please give) _____

4. If you came to get materials or information were you:
_____ 1. Completely satisfied.
_____ 2. Only partially satisfied.
_____ 3. Not satisfied.
If NOT completely satisfied, please answer questions 5 and 6.

5. Give the reasons why you were not satisfied:
_____ 1. Book or books wanted were out.
_____ 2. Book wanted not in library.
_____ 3. Couldn't locate material on the subject.
_____ 4. Material on too elementary a level.
_____ 5. Material on too advanced a level.
_____ 6. material out of date.
_____ 7. Other reason (please give) _____

6. Do you plan to go any further to get what you want?
_____ 1. Yes, have put reserve on book.
_____ 2. Yes, have made arrangements for the library to borrow materials from another library.
_____ 3. Yes, plan to go to another library.
_____ 4. Yes, other plans (please give) _____
_____ 5. No, not that important.
_____ 6. No, it will be too late.
_____ 7. No, give other reasons: _____

7. Please indicate if you had any difficulty using the library today:
_____ 1. Getting parking space.
_____ 2. Library too crowded.
_____ 3. Library too noisy.
_____ 4. Had to figure out arrangement of library.
_____ 5. Library staff not friendly.
_____ 6. Librarian didn't know the subject well enough to help.
_____ 7. Took too long to get magazines from stacks.
_____ 8. Other difficulties: _____

8. Where did you start from today?
_____ 1. Home.
_____ 2. Work.
_____ 3. School.
_____ 4. Other.

9. How far did you travel to get here?
_____ 1. Less than a mile.
_____ 2. Between one and five miles.
_____ 3. Between five and ten miles.
_____ 4. Between ten and fifteen miles.
_____ 5. Over fifteen miles. (Give approximate miles _____)

10. Is this the public library closest to your home?
_____ 1. Yes.
_____ 2. No.
_____ 3. Don't know.

11. If this is NOT the library closest to your home, please explain why you preferred to use this library instead:
_____ 1. Parking is better here.
_____ 2. Bigger and has more material.
_____ 3. Local library is closed.
_____ 4. Other reason (please give) _____

12. How often do you use this library?
_____ 1. Once a week.
_____ 2. Once every two weeks.
_____ 3. Once a month.
_____ 4. Infrequently.
_____ 5. This is my first time.

13. What other libraries have you used in the last six months?
_____ 1. University of Oregon Library.
_____ 2. Lane Community College Library.
_____ 3. Elementary school library.
_____ 4. Junior high school library.
_____ 5. High school library.
_____ 6. Eugene Public Library.
_____ 7. Other.
_____ 8. None.

14. Have you read the book reviews in the Springfield News?
_____ Yes.
_____ No.

15. Have they influenced you in your selection of books at the Springfield Public Library?
_____ Yes.
_____ No.

Will you tell us something about yourself?

16. Sex:
_____ Male.
_____ Female.

17. Your occupation (if student, name school; if retired indicate) _____
_____

18. Age range:
_____ 1. 12-16
_____ 2. 17-21
_____ 3. 22-34
_____ 4. 35-50
_____ 5. 51-64
_____ 6. 65 and over

19. Last school attended:
_____ 1. Elementary.
_____ 2. Junior high school.
_____ 3. High school.
_____ 4. College.

20. Would a bookmobile stop near your house make it easier for you to use the library?
_____ 1. Yes.
_____ 2. No.
_____ 3. Don't know.

21. Did you use the bookmobile when it was operating before: Yes_____ No _____

22. Your comments and suggestions: (What services do you appreciate? What do you need libraries for most? How can library service be improved? Please be frank.)

Second Questionnaire

Note: Parts of a question and answer that are to be read to the respondents will be in capital letters; answers to appear on the questionnaire but not to be read aloud will be in lower case letters.

1. HAVE YOU BEEN IN THE SPRINGFIELD PUBLIC LIBRARY IN THE LAST THREE MONTHS?
_____ yes _____ no if no:

2. DO YOU KNOW WHERE THE SPRINGFIELD LIBRARY IS?
_____ yes _____ no if no: 320 North A Street

3. DO YOU FEEL THE LIBRARY IS TOO FAR FROM WHERE YOU LIVE?
_____ yes _____ no _____ don't know

4. DO YOU FEEL IT IS DIFFICULT TO GET A LIBRARY CARD?
_____ yes _____ no _____ don't know

5. WHO DO YOU THINK USES THE LIBRARY MOST? (Read to respondent)
_____ CHILDREN
_____ STUDENTS
_____ BUSINESSMEN
_____ HOUSEWIVES
_____ RETIRED PEOPLE
_____ others
_____ don't know

6. DO YOU FEEL LIBRARIES ARE TOO QUIET?
_____ yes _____ no _____ no opinion

7. DO YOU FEEL LIBRARIES ARE TOO NOISEY?
_____ yes _____ no _____ no opinion

8. HAVE YOU EVER ASKED A QUESTION OF A LIBRARIAN IN A LIBRARY?
_____ yes _____ no

9. DO YOU FEEL LIBRARIANS HAVE BEEN HELPFUL IN ANSWERING YOUR QUESTIONS IN A LIBRARY?
_____ yes _____ no

10. HAVE YOU EVER GONE INTO A LIBRARY AND NOT BEEN ABLE TO FIND WHAT YOU WERE LOOKING FOR?
_____ yes _____ no

11. HAVE YOU USED A CARD CATALOG?
_____ yes _____ no

12. DID THE CARD CATALOG HELP YOU FIND WHAT YOU WERE LOOKING FOR?
_____ yes _____ no

13. WHAT HAVE YOU READ IN THE LAST THREE MONTHS?
_____ NEWSPAPERS _____ BOOKS _____ MAGAZINES _____ OTHER MATERIAL

14. WHEN YOU READ WHAT SUBJECTS INTEREST YOU MOST? DON'T CHOOSE MORE THAN THREE. SELECT ONE, TWO OR THREE.
_____ SPORTS
_____ NEWS
_____ COMICS
_____ HOBBIES
_____ WESTERNS
_____ ADVENTURE
_____ MYSTERY
_____ HUMOR
_____ ROMANCE
_____ OTHERS _____

15. WHEN YOU WATCH TELEVISION, WHAT TYPES OF PROGRAMS DO YOU WATCH? (Read alternatives)

_____ SPORTS
_____ NEWS
_____ COMEDY
_____ MUSICAL PROGRAMS
_____ DRAMA
_____ WESTERNS
_____ SOAP OPERA
_____ CARTOONS
_____ GAME SHOWS
_____ MOVIES
_____ TRAVEL
_____ TALK SHOWS
_____ OTHERS_____
_____ don't watch

16. WHEN YOU VISIT A LIBRARY, WHAT THINGS WOULD YOU LIKE TO READ?

_____ FICTION
_____ ENCYCLOPEDIAS
_____ MAGAZINES
_____ NON-FICTION
_____ OTHERS
_____ none

17. IF THE SPRINGFIELD PUBLIC LIBRARY ALLOWED YOU TO CHECK OUT PHONOGRAPH RECORDS OR TAPES, WOULD YOU CHECK THEM OUT?

_____ yes _____ no _____ don't know

18. DO YOU KNOW THAT THE SPRINGFIELD PUBLIC LIBRARY SHOWS FREE MOVIES IN THE EVENINGS?

_____ yes _____ no

19. WOULD YOU USE THE MATERIALS IN A BOOKMOBILE IF IT STOPPED NEAR YOUR HOME?

_____ yes _____ no _____ don't know

20. IN YOUR OPINION, HOW COULD THE SPRINGFIELD PUBLIC LIBRARY BE IMPROVED?

NOW FOR THE PURPOSES OF OUR SURVEY, WE'D LIKE A FEW FACTS ABOUT YOU.

21. WOULD YOU PLEASE TELL ME WHICH CATEGORY YOUR AGE FALLS INTO, NUMBER ONE, TWO, THREE, FOUR, FIVE OR SIX.

1. _____ 12-16
2. _____ 17-21
3. _____ 22-34
4. _____ 35-50
5. _____ 51-64
6. _____ 65 and over

_____ refuse to answer

22. Mark respondent's sex

_____ male
_____ female

23. WHAT KIND OF WORK DO YOU DO?_____

24. WAS THE LAST SCHOOL YOU ATTENDED AN ELEMENTARY SCHOOL, A JUNIOR HIGH SCHOOL, A HIGH SCHOOL, A VOCATIONAL SCHOOL OR A COLLEGE?

_____ elementary
_____ junior high
_____ high school
_____ vocational
_____ college